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**Amendments to and Listing of the Claims:**

Please amend claims 128-130, 132-134, 136-137, 139-143, 145-147, and 150-153 as follows:

1-113. (canceled)

114. (previously presented) In a video network, a computer-implemented method of inferring the gender of a viewer, the method comprising:

(a) monitoring viewer interactions with a multimedia device to create a viewing record;

(b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on one or more aspects of the viewing record; and

(c) inferring the gender of the viewer based on the probabilistic measure.

115. (previously presented) The method of claim 114 wherein the viewing record includes the number of channel changes made by the viewer.

116. (previously presented) The method of claim 115 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

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117. (previously presented) The method of claim 114 wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.

118. (previously presented) The method of claim 114, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.

119. (previously presented) The method of claim 114, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

120. (previously presented) The method of claim 114 wherein the viewing record includes the number of channel changes made per time period.

121. (previously presented) In a video network, a computer-implemented method of inferring the gender of a viewer, the method comprising:

(a) monitoring channels viewed in a multimedia device by the viewer to create a viewing record;

(b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on the viewing record; and

(c) inferring the gender of the viewer based on the probabilistic measure.

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122. (previously presented) The method of claim 121 wherein the heuristic rules assign the probabilistic measure based on monitored channel information in the viewing record.

123. (previously presented) The method of claim 121 wherein the viewing record includes the number of channel changes made by the viewer.

124. (previously presented) The method of claim 123 wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

125. (previously presented) The method of claim 121, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.

126. (previously presented) The method of claim 121 wherein the viewing record includes the number of channel changes made per time period.

127. (previously presented) In a video network, a computer-implemented method of inferring the gender of a viewer, the method comprising:

(a) monitoring viewer interactions with a multimedia device to create a viewing record, wherein the viewing record includes the number of channel changes made by the viewer within a time period;

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(b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of gender based on the number of channel changes in the time period; and

(c) inferring the gender of the viewer based on the probabilistic measure.

128. (currently amended) The method of claim 127 ~~128~~ wherein the time period is pre-defined.

129. (currently amended) The method of claim 127 ~~128~~ wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.

130. (currently amended) The method of claim 127 ~~128~~, wherein the heuristic rules assign probabilities of a viewing record being associated with a gender group based on the viewing record.

131. (previously presented) In a video network, a computer-implemented method of inferring the income of a subscriber, the method comprising:

(a) monitoring viewer interactions with a multimedia device to create a viewing record;

(b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on one or more aspects of the viewing record; and

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(c) inferring the income of the subscriber based on the probabilistic measure.

132. (currently amended) The method of claim 131~~132~~ wherein the viewing record includes the number of channel changes made by the subscriber.

133. (currently amended) The method of claim 132~~133~~ wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

134. (currently amended) The method of claim 131~~132~~ wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.

135. (currently amended) The method of claim 131~~132~~, wherein the heuristic rules assign probabilities of a viewing record being associated with an income group based on the viewing record.

136. (currently amended) The method of claim 131~~132~~, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

137. (currently amended) The method of claim 131~~132~~ wherein the viewing record includes the number of channel changes made per time period.

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138. (previously presented) In a video network, a computer-implemented method of inferring the income of a subscriber, the method comprising:

- (a) monitoring channels viewed in a multimedia device by the subscriber to create a viewing record;
- (b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on the viewing record; and
- (c) inferring the income of the subscriber based on the probabilistic measure.

139. (currently amended) The method of claim ~~138~~ ~~139~~ wherein the heuristic rules assign the probabilistic measure based on monitored channel information in the viewing record.

140. (currently amended) The method of claim ~~138~~ ~~139~~ wherein the viewing record includes the number of channel changes made by the subscriber.

141. (currently amended) The method of claim ~~140~~ ~~141~~ wherein the heuristic rules assign the probabilistic measure based on the number of channel changes.

142. (currently amended) The method of claim ~~138~~ ~~139~~, wherein the heuristic rules assign probabilities of a viewing record being associated with an income group based on the viewing record.

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143. (currently amended) The method of claim ~~138~~ ~~139~~ wherein the viewing record includes the number of channel changes made per time period.

144. (currently amended) In a video network, a computer-implemented method of inferring the income of a subscriber, the method comprising:

(a) monitoring viewer interactions with a multimedia device to create a viewing record, wherein the viewing record includes the number of channel changes made by the subscriber within a time period;

(b) applying one or more heuristic rules to the viewing record, wherein the heuristic rules assign a probabilistic measure of income based on the number of channel changes in the time period; and

(c) inferring the income of the subscriber based on the probabilistic measure.

145. (currently amended) The method of claim ~~144~~ ~~145~~ wherein the time period is pre-defined.

146. (currently amended) The method of claim ~~144~~ ~~145~~ wherein step (a) includes evaluating channel change commands and associated viewing times to create the viewing record.

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147. (currently amended) The method of claim 144~~145~~, wherein the heuristic rules assign probabilities of a viewing record being associated with an income group based on the viewing record.

148. (previously presented) The method of claim 114, wherein the heuristic rules are predefined.

149. (previously presented) The method of claim 121, wherein the heuristic rules are predefined.

150. (currently amended) The method of claim 127~~128~~, wherein the heuristic rules are predefined.

151. (currently amended) The method of claim 131~~132~~, wherein the heuristic rules are predefined.

152. (currently amended) The method of claim 138~~139~~, wherein the heuristic rules are predefined.

153. (currently amended) The method of claim 144~~145~~, wherein the heuristic rules are predefined.